

How to Love Your Audiences So They Stick Around

By Richard Jagger

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About Me:

Richard Jagger started his Internet Marketing career in 1991. He taught himself how to build websites through various software packages and became obsessed with the Internet Marketing world and everything that goes with it.

At my blog :- TheHelpfulInternetMarketer.com, I have an amazing team of people I work with, where we can fulfill many of your online requirements from web development, to product creation, or even just a simple logo !

I am an avid quiz lover and regularly presents at various venues throughout West Yorkshire (UK) and offer many of my quizzes through Amazon.

How to Love Your Audiences So They Stick Around

Introduction

When it comes to blogging or building a website that creates a lot of content, you have to learn to love your readers. And I mean really love them.

Building this type of relationship with your audience is a guaranteed ticket on the success express. You can't just blog or write for the money. You have to do it for the love, too. In fact, the love of it, should be the driving force that keeps you going when times get rough or you just don't want to work.

Always remember if you take care of your audience, your audience will take care of you. If you ever lose sight of that, they will notice right away. This follows by a series of unsubscribed members of your list and emails from hurt readers. So avoid this disaster by learning to truly love your audience. Here's how!

Always Put Your Audience First

Bloggers can get so self-involved that they fall off course and begin blogging for themselves or for the search engine bots. Always remember that the relationships you build within your community are the most important of all.

Give your audience exactly what they want to read and listen when they respond to your writing. Read comments and provide a message that evokes a sense of belonging within your community.

Get to know your audience and understand exactly who they are. Knowing their wants, needs, desires, and fears will allow you to provide the exact information to help them.

Write content that is unique, relevant, and adds value to your reader's day. If you keep writing the same old thing that your audiences has seen a dozen times before, you will get a responsive yawn followed by a click that leads them elsewhere. This doesn't mean your material needs to be cutting-edge and brand new. But shed a new light or view it from a fresh perspective.

Add value to your reader's experience that they can't find anywhere else. Give your readers something to ponder, something to take away, and something that leaves them in awe. If they step away feeling more knowledgeable, then you've done a great job.

Knowing What They Want

Sometimes knowing what your audience wants can be tough. Especially when

they don't come out and directly say it. There are a few quick ways to find this out.

The first is to simply ask. Ask questions in your blog posts, newsletters, on Twitter, Facebook, or other outlets where you spend time with your followers. One of the best ways to help your reader feel included is to directly ask for their advice on what to post.

Once you ask, actually listen to what they tell you. It can be as simple as taking the time to read through all of your comments. Also peruse forums related to your niche to find out what people want to know.

Reciprocity Adds Value

If someone does something nice for you, return the favor. Respond to comments that your readers leave. Never ignore what readers have to say, even if you write a simple "thank you" or "right on."

Sometimes your blog comments get so huge that you can't respond to every single one of them. But at least read them and keep what your readers have to say in mind as you press forward through your endeavors.

Often your readers will perform random acts of kindness toward you or your business. This is the best time to return that thanks in some way. Give back and strengthen your relationship with your readers. If someone takes time to help you in the first place, they are likely willing to do it again.

Throw Out the Sales Pitchy Stuff

People feel sick when they know they are just there to listen to your sales pitch. Don't do that to your audience. When you log onto the Internet, sales pitches are everywhere. Web users spend too much time trying to avoid them already. Don't add to their woes.

A resource page on your blog is a great way to sell your affiliated products. This is a simple no pressure approach to get the word out about those great products, in which you firmly believe.

Load your resource page up with products that you actually use and love in your business. Once you do this, you will likely find yourself creating products of your own to sell. Until then, just work on loving your readers and not monetizing them.

Always give gratitude to your audience and let them know how truly special they are to you. Never forget that you wouldn't exist without them. They are your number one priority and you should always be looking out for their best interest.

Want More? Here Are Some Resources:

[**The Helpful Internet Marketer Blog**](#) – Hire the services of my top team, who will help you get your online project completed, quickly and without fuss.

[**Amazon Author Page**](#) – Please check out my current list of books on Amazon and Kindle.

[**Create A Logo**](#) – This is the easiest, software for creating logo's and ebook covers that I know of.

[**Aweber**](#) – The auto-responder company service I have used since day 1. ideal for building you mailing list and sending out newsletters.

[**IBusinessOwner**](#) – Effective strategies for increasing your business profit.

[**Create**](#) – The easy-to-use Web Design software that I've used to build many of my sites over the years and still use now. Great for both physical and digital products **(Free 30 Day Trial)**

[**Jaaxy**](#) – Keyword Research Tool to discover easy target-able log tail keywords. Also lets you know domain availability, so great for Domain Flipping

Bonus

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